**Prom Project Outline (Use this as the template to complete your project)**

**Section 1: List of Survey Questions and Summary of your Results**

***Directions: In this section you will list your questions and give a short 2-3 sentence summary of each of the results i.e. 10 Questions = 10 summaries***

**Section 2: Material from the Articles**

***Directions: Take the information from the articles (make sure to cite) and create a 1-2 paragraph summary of the information that you feel will be useful to the Prom Consortium and that will also be useful in making your predictions.***

**Section 3: Predictions**

***Directions: Using the information that you have garnered from Sections 1 & 2 create a list of 3 solid predictions/theses that you could present to the Prom Consortium about the 2013 Prom that would allow them to begin to make financial decisions regarding 2013. Make sure to give supporting details and logical reasons for your predictions.***

**Section 4: Prom Business Outlook**

***Directions: Create a summary that could be given to the Prom Consortium that recommends consolidation or expansion of the industry. Explain and list what services could be promoted more in order to increase sales i.e. Hotels promoting for after proms, ads focused on certain genders, new services that could be offered i.e. prom resale shop. Also explain what services seem to be fading away/if any i.e. certain types of transportation/types of flowers that businesses should remove from their lists. Explain what type of business organizations would be the best fit for Prom Services i.e Mom & Pop, large corporations, National Chains, etc. and explain why these organizations are successful or not successful at theses sizes.***